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News

MARCH 2013

Text / AYA IGARASHI Translation & Edit / SARA AI COE

The fashion 2.0 AWARDS 2013
The fashion verdict is in; nominations for the Fashion 2.0 Awards 2013 have been announced. Organised by lifestyle web marketing company Style Coalition, the awards weigh up the most popular trends in online fashion. Two new categories have been added for the 2013 awards, "Best Pinterest" and "Best Fashion Startup." Donna Karan, Marc Jacobs and Bergdorf Goodman are all up for a whopping five awards. So which fashion giant will be crowned the king or queen of the cyber world? Results will be out on March 13th.

BEYONCE WORLD TOUR

Beyonce, aka Sasha Fierce, has just announced her world tour. Beyonce is finally back in the performing game after giving birth to her first child last year. Her halftime performance at this year's Super Bowl showed the world that she hasn't lost her fierceness and she's stronger than ever. Rumour has it that there is also a new album in the works. Looks like the world will be seeing a whole lot of Beyonce this year.

ALE BY ALESSANDRA
Victoria's Secret model and mother Alessandra
Ambrosio has announced that she will be launching a new
fashion label called Ale by Alessandra in 2014. The model mom
is collaborating with Cherokee and the designs will hit Latin
America first. In a statement, Ambrosio has said that the label
will be representative of her life, experiences and style. Her sexy
creations will be released in the spring of 2014.

RED NOSE DAY 2013

With Stella McCartney designing this year's campaign T-shirts, Red Nose Day has never looked so fashionable. The charity event was started in England in 1988 to provide support for UK youth and victims of abuse as well as lifesaving supplies and services to communities in Africa. The T-shirts are very limited with only 25 shirts made. Each design is unique and features an iconic image of the Beatles, Tommy Cooper, Marilyn Monroe or Kate Moss.

DIET COKE DESIGNERS 2013

Diet Coke just got even tastier. Marc Jacobs has collaborated with the beverage company to bring us three very cute and oh so Marc Jacobs Diet Coke can designs. The limited edition cans represent female empowerment and feature a different woman from the eighties, nineties and noughties. You won't want to dispose of these cans in the recycling bin.

Fashion designer Phillip Lim is going global with the brand's new iOS app for Apple devices. The 2013 spring campaign entitled "Agent 3.1" was released on February 4th and combines print, media and out-of-home advertisements. The app allows people to unlock hidden content, view behind-the-scenes video and buy products by scanning the ads. Lim is a perfect example of how designers are finding creative and innovative ways to utilise the digital age to promote their brand.

Another brand utilising the cyber world is LACOSTE. To celebrate LACOSTE's 80th birthday, the French label has released customising kits to design your very own polo shirt. Twelve different styles will be available through their online store on Facebook. Log in quickly, because only 80 kits will be available.

+1 G LOBAL KIDS

Japanese label White Mountaineering will Sponsored by AlexandAlexa, the global style destination for kids, the first ever Global Kids Fashion Week (GKFW) will be held in London this spring. The event will such as Paul Smith Junior, Junior Gaultier, Hilfiger as well as emerging labels like Rachel check out; www.store.alexandalexa.com/

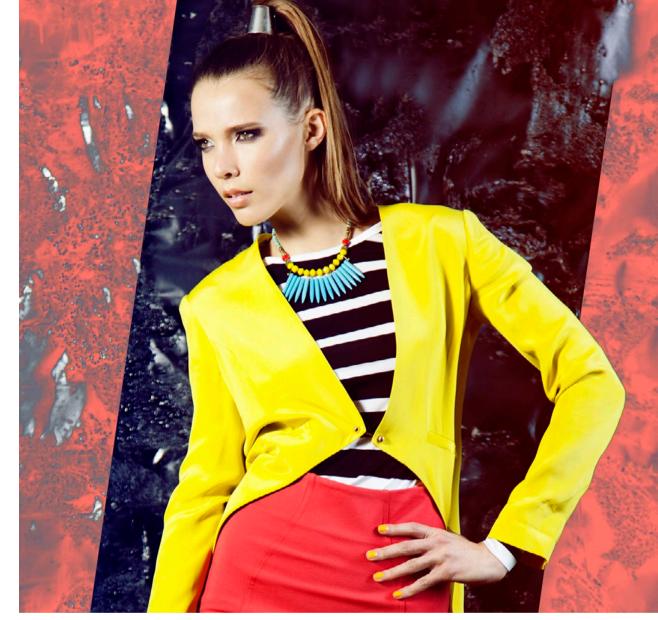
1990s LJFE PRESERVER Briefs / AMERICAN APPAREL











t's hard to look at Dan Molloy's innovative and unique, not to mention drop-dead gorgeous, photographic style and not be impressed.

This Australia based photographer takes the richest and boldest approach to taking photos. You can see it in the angle he chooses; it forces you to focus on the centre of attention in the shot, bringing life and lush colours to the surface. Eye-catching movements, hard lines and bold backdrops transform the shots into something uniquely different.

He's fond of giving the models a bold, iconic look, making the colours he uses stand out even more. Whether he uses rough contrast or soft, ethereal lighting or he simply presents his photos in raw classic black and white, a passionate look is always present.

Molloy's photography is an expression of pure art with fun, playful and sometimes raw turns of light and movement, a true feast for the eyes.

As an international photographer, he is given a wide and colourful palette of ideas, clothes, models and locations to work with. He uses them all to the fullest whilst allowing his own original and creative style to shine through.

By giving his photos all the imagination and meticulous design his imagery contains, he's able to not only reach the expectations of his clients, but surpass them.

Dan Molloy takes every project to its full potential whilst using his engaging vision to create unique combinations of style and class, and he always leaves us wanting more.

For more info: www.danmolloyphotography.com











The fashion wave of the future is flowing towards VIVACITA! This edgy label, born in Taipei in 2010 from the uber-creative mind of the Instituto Marangoni trained designer Chia Jen Chang, breaks through the antiquated moulds of yesteryear's designs and redefines thinking outside the typical fashion box. Chang possesses a keen talent for breathing new life into classic pieces like the white-collar shirt, the black blazer and the navy pea coat by deconstructing and transforming them into separate pieces.

VIVACITA offers surprising structures and unique details, which allow for the flexibility and versatility to personalise or combine pieces. With a background in industrial design, Chang is truly an architect of beauty, elevating the conversation of fashion and appealing to aesthetic senses via androgynous concepts and a minimalist palette. His latest collection "Breach" epitomises the essence of VIVACITA; it's the tear, the break, the scar and the imperfection that is

beautiful. By courageously focusing on this "breach," which is usually regarded as an unwanted fault, a bold and unique identity of self is born and thus the concept of ever-changing and ever-being is created.

Resting on this idea, the collection is peppered with asymmetrical angles, extreme proportions and abstract patterns. The line is full of exciting twists on sophisticated staples; for example, the navy pea coat has open flaps on the arms that reveal the thatched pattern underneath, the white wraparound shirt wraps to the shoulder to create a wide collar and the black tapered slacks have extra material on the top half that gives them a more relaxed look. At VIVACITA, the language spoken is fashion, the root of which is "freedom of expression" - a universal language. As Chang continues to invent words and phrases with new designs and patterns, the world makes poetry with each step taken in VIVACITA.

For more info: www.thevivacita.com











conversation with photographer Adrienne Andersen and designer Dolly Donshey.

En Vie: What was the source of your inspiration for this photo series?

Dolly: I'm not quite sure where the inspiration for this shoot came from. I remember seeing that the theme for En Vie's March issue was "contrast" and I think Adrienne and I both came to the conclusion that it would be a fantastic idea to contrast femininity and masculinity.

Adrienne: The idea itself came from a conversation the make-up artist and I had sometime ago. She wanted to do makeup in which one half of the model's face was feminine the other half was masculine. Dolly sent me the theme for the March issue and I thought the theme and concept would work well together.

D: My spring/summer 2013 collection has a lot of menswear inspired pieces and we felt like it was the most logical idea to feature clothes that would highlight that contrast; the collection is also a personal favourite of mine. It was Adrienne's idea to take it a step further and do the half-and-half shot with our model Roarie Yum.

How do you distinguish between masculine and feminine styles in your designs?

D: I never want my female models to "be a man;" I just want the illusion of androgyny. I like to create a balance between the two sides. For example, if I put a model in a masculine suit, she'll be topless underneath the jacket; the exposure of skin around her collarbone brings out the femininity and sex appeal of the overall look.

$How \ did \ you \ maintain \ this \ delicate \ balance \ in \ your \ shots?$

A: My photography is very feminine in general. I like pretty things, so this concept was challenging for me in

that I had to bring a believable element of masculinity into the photos. That's where Dolly's designs played a huge part. Coupled with Roarie's androgynous look, it brought out something in me and my work that was new and exciting.

How do you distinguish between masculine and feminine styles in your own wardrobe?

A: When I wear something I consider masculine, I like to pair it with something feminine to balance it out. For the most part, I'm a jeans and T-shirt person, but I'll wear leopard print flats and big girly accessories too.

D: I'm a very feminine person and I have a very feminine shape, so I find it hard to pull off a masculine look effectively. When I want to rough it up a little, I wear combat boots; combat boots automatically make you feel strong and powerful. When trying to pull off a more masculine look, I opt for tailored pieces like structured pants or a great jacket.

What message do you want your audience to take away from these shots?

D: I don't think there's really a message as much as there is a feeling to take away from the series. Roarie, even in her masculine state, is very seductive. There is an effortless beauty in the way this shoot was styled

A: If there's any message to be found in it, it would be to have fun with your wardrobe. Dolly's right in that Roarie's look is very seductive; a sexy woman is sexy regardless of what she wears.

What do you think of androgyny in fashion? Do unisex collections have a place in the fashion world?

D: I love androgyny in fashion. I love the fact that there are no rules when it comes to unisex collections.

A: I love unisex collections. I think they're fun and edgy and I admire any woman or man who can pull off that look.























egan Pormer says that she was very lucky to have the family she had when she was growing up. Education was a high priority for her father in particular; she studied in Europe and received her postgraduate degree three years early.

Studying in London allowed her the opportunity to start modelling, something she's deeply passionate about. She maintained a delicate balance, working on university assignments whilst make-up artists got her ready for shoots. "My parents didn't see modelling or acting as lucrative or beneficial, so it was a constant struggle for me," says Megan. "I wanted to make them happy without denying myself what I believed to be my calling."

Shortly after graduation, she was reminded of how unpredictable life is; in the blink of an eye, her father was taken from her along with everything familiar. His accidental death sent her family into a tailspin. "It was an awful time for all of us," recalls Megan.

There were many days when she wanted to give up, but through it all she couldn't stop thinking about her father's very last words to her. "He said that I'd received my educational degree and his dream for me had been fulfilled and now I could pursue whatever I love to do with his full support." She learned that one can either be crushed by tragedy or take it as a challenge. Megan chose the latter. "Here was my chance to experience

new opportunities and to make the life for myself that I knew was waiting for me if I just took the first steps." That meant moving to Los Angeles and starting over completely. Sometimes the scariest choices in life are the most important, and this brave leap has already changed Megan's world.

Sometimes, all you hear in Hollywood are stories of struggle and discouragement. Like many people before her, Megan moved to Los Angeles with a dream. She made the choice to take on this new chapter of life with fresh eyes and a positive attitude. "I make things happen ... and because of who I am, I have done just that."

Modelling and acting are a huge part of who Megan Pormer is. These two passions sustained her when everything else fell apart, convincing her of her calling. She is greatly inspired by Rosie Huntington-Whiteley and would love to follow a similar path. "Since moving to LA, I have met some amazing people and learned so much about myself. It truly is a whole new world for me here."

She continues to push to make her dreams a reality. "I will always remember where I have been and how fragile life is, and I know that there are no guarantees." Her goal is to keep growing and keep moving forward. Life is not always kind, but Megan believes that it is always worth living. And the best is yet to come.





he roots of fashion photography can be traced back to the 1800s and has since been developed with interest and passion to the present day.

Even now it's still evolving. With the aim to open people's minds and get them to see fashion through the eyes of talented artists, the combination of fashion and photography furthers the idea that beauty and art can walk hand-in-hand along the same path. Every photographer sees things in a different light, making each individual's work unique and essential.

Colours, shapes, locations, poses, shadows, themes and techniques are just a few of the elements that the two fields have in common, their means of influencing each other. The photographer's purpose is to create a connection between the work of the designer and the way it's perceived so that it can be translated to the audience. With a stylist's direction, the photographer is able to convey a designer's brilliant ideas to such effect that the subject speaks directly to the reader, even only at a glance.









n Vie: Tell us about the vintage looks you selected for this shoot.

Marjolein van Soelen: For this shoot, I have selected and combined vintage items that create an elegant and feminine look with influences from the 70s. These clothes have been worn by women from several European countries and all came together in the Flowers and Pearls vintage fashion shop in Rotterdam.

What qualifies an article of clothing as vintage?

Previously worn clothes are commonly labeled as vintage. However, this is a mistake. Fashion should only be labeled as vintage when the items really take you back in time; picture styles from the 20s, 30s, 40s, up until the 70s or even the early 80s. In terms of price, this means that vintage fashion is more expensive than secondhand clothing. An easy way to recognise authentic vintage fashion that originates before the 60s is to check that washing instructions are not included.

How did you become interested in vintage fashion and how did you first get involved in styling?

I know this might sound like a cliché, but it's true: I've been interested in fashion ever since I can remember. When I was a little girl, I was very creative with styling my little dolls, instead of just playing with them. When I finally decided what I wanted to do for a profession, I chose to follow my dream. I applied to the B Academy Amsterdam and graduated with a degree in Fashion Styling in 2008. In 2010, I got a Facebook message from the Flowers and Pearls vintage shop mentioning that if I was ever in need of clothing, they would love

to help me out. From there we began a very successful collaboration. My interest in vintage fashion has only grown deeper ever since.

What's the best way to wear vintage fashion?

I think that every fashionista should decide for herself if she wants to mix and match styles or go for a completely vintage look. I really like to mix and match modern styles with vintage fashions to create a unique look. I love the challenge of creating a complete outfit composed of clothes from "back then" and modern fashions in which the result takes the look to an original "now."

What are the vintage pieces in your own wardrobe that you are most in love with?

My favourite vintage pieces are a long, high-waist violet skirt with a beautiful embroidered design on the front and a golden clothing pin with a huge black stone setting and decorated with adorable little chains, and ... (laughing)

What's the best way to shop for vintage fashion?

My advice to every fashionista who wants to discover vintage fashion is to just get out there and shop! For me, shopping for vintage fashion is like an adventure that takes me on a journey back in time. Of course there are specialised vintage fashion stores that make life easy for you. It might take a lot of patience, persistence and perseverance, but paying close attention when visiting flea markets and secondhand clothing stores can also be very rewarding.









hey call her Goddess. Mortal born, she was destined to a life of fragility. That was until the Fates offered her an exchange,

"Child, we three come from beyond space and time. We offer you immortality for your enlaced beauty. The rise of the new moon waits for your answer."

For days the Child wandered and wondered. Did she value her beauty over life, or was it life over beauty? On the eve of the new moon, the Child pensively approached Mother Wolf and told her about the offer made by the Fates.

Mother Wolf spoke,

"the Fates are cunning and treacherous. Be careful. What they offer is not what they want. What they want is not what you have."

The Child understood what was to be done. At the rise of the new moon, the Fates sought the Child for her answer.

The Child spoke, "it is not beauty I seek, nor immortality I desire. Neither is of importance to me, so I give both freely. What I value is beyond what the Fates can provide. My destiny is my own."

With those words the Child took control of her destiny. Enraged, the Fates sought to punish her. Mother Wolf stepped out from the shadows and spoke, "the Child belongs to no Fate. Go! You no longer have power here."

The Fates left without their gifts of immortality and enlaced beauty.

With the setting of the moon and rising of the sun, the Child was reborn as Goddess.











ADELINA IVAN ANDRA CLITAN STEPHAN PELGER















ADELINA IVAN ANDRA CLITAN STEPHAN PELGER









Text / JULES SMITH Photography, Styling, Make-up & Hair / ARINAB PHOTOGRAPHY Model / LILLIA NICOLE WYLIE

She was the one with the fairytale ending. She was the one who changed overnight. She was the one who was blissfully happy. She was the one without a care in the

She did the things that other people only dreamed of.
There was so much she wanted to do, to play with the
angels and dance among the stars; it was all within her
reach because she loved him.

Everyone wanted to be with her. She brought the light with her everywhere she went. She had the Midas touch, and it was all because she loved him.

She would wake every day feeling grateful for her fortune. She was in perfect harmony. She had a bounce in her step and a sparkle in her eye, she had made it to the end of the rainbow.

They said that it wouldn't last, that it was tainted. Nobody could be that happy forever. "Come down to earth and you'll know that you're dreaming. Get your head out of the clouds before the storm."

Out of the blue it came, paralysing her future. It took her dreams and hopes and brought her to her knees. Now he's gone and she no longer has her sunshine. His love had made her immune. Now, she's the one with all the pain and bitter feelings, a shadow of her former beautiful self. All she sees is darkness and confusion, no longer protected by the force field that was love.





MISA'S HAPPY SWEETS

Recipe / MISA OHASHI, Pâtissière Photography / KiiT / www.kiit.jp Text / MARI NEGISHI / nyami-nyami.cocolog-nifty.com

Misa has been crafting sweets for fine restaurants and popular cafes for 10 years and also works as a food coordinator. Her delicious, easy-to-prepare original recipes are created to make the most of seasonal ingredients and occasions and have garnered praise in many magazines. These recipes have been carefully selected for En Vie readers and can easily be made at home.

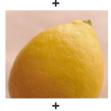
MARCH RECIPE 1: APPLE AND CARROT YOGURT DRINK











Ingredients
Apple 1/2
Carrot 1/4
Yogurt 100cc
Milk (or soy milk) 100cc
Lemon juice (to taste)

Recipe

- 1. Peel the carrot and apple and cut them
- to appropriate sizes.
- 2. Put all ingredients in a blender and mix well. You can also add honey if you like.

MARCH RECIPE 2: STRAWBERRY YOGURT MOUSSE

The sweet, sour aroma and light pink colour is rich with spring charm, and the sweet taste and soft, melty texture is sure to make you smile.











Ingredients

Yogurt 200g
Granulated sugar 20g
Cream 100g
Gelatine 5g
Strawberries 120g (approx.)
Granulated sugar 12g (10% of the total materials)

Recipe

Drained Yogurt

Pour the yogurt into a sieve lined with a paper towel.

Cover with plastic wrap and let sit for about half a day. If
the room temperature is too hot, place in the refrigerator.

Jam

Wash the strawberries and remove the tops. After draining the water, sprinkle with sugar and let sit. Once the moisture starts to get drawn out, warm at a low heat (and make sure that the colour doesn't change).



- ${\bf 1.} \ Pour \ the \ cream \ into \ a \ bowl \ and \ whip \ with \ ice \ until \ it \ starts \ to \ take \ shape.$
- 2. Dissolve the gelatine according to the directions on the package.
- 3. Put the chunks from the strawberry jam into the cream and mix, then add and mix in the yogurt.
- 4. Pour in half of the gelatine and mix quickly, then pour the mixture back into the gelatine bowl and mix immediately.
- 5. Place in the refrigerator and let harden.
- 6. Heat the liquid portion of the jam slightly to make a sauce.
- 7. Shape it just before eating and cover it with sauce.

FORECAST FROM THE STARS

BY HEPZIBAH

Illustration / ANNA JASINSKI www.annajasinski.com

ARIES 3/21 - 4/19



You are bursting with health and vitality this month, almost too much at times, which could make you a bit "devil may care" and accident-prone. Your birthday marks a new beginning and a time to start living out your fantasies. In the second half of March, your desire for personal freedom could lead to frustration and a need for compromise.

TAURUS 4/20 - 5/20



Bulls have a hotline to the universe this month, giving you increased intuition and the ability to set trends and influence thought. Be careful this doesn't lead to conflict in your love relationships. And whilst gazing at the stars, don't neglect your body, especially your feet and ankles.

GEMINI 5/21 - 6/21



wins are in a bit of a whirl this month; events are moving faster and your goals will come within reach. However, you need to slow down and be more meticulous with things. This is a great time for socialising and meeting new people, but some old friendships may be tested.

CANCER 6/22 - 7/22



rabs, focus on your career this month and, despite the many seismic shifts in your workplace, you will come out on top. This is a good time for finances too as money seems to be falling into your lap. Energy levels, on the other hand, are low. Don't be ashamed to take a nap when you need it.

LEO 7/23 - 8/22



Physical desire is never far from the Lion's mind and a chance for some passion and romance can be found almost anywhere this month, even in the most unexpected places. It's time to get rid of old baggage; do a spring cleaning or detoxify, because decisions have to be made after the 20th.

VIRGO 8/23 - 9/22



Dld patterns must be broken before new and exciting things can come into your life. Get rid of possessions that clutter your home, ways of thinking that hinder your progress and destructive emotions that tie you to the past. New experiences are waiting to flood into your life; expect some strange synchronicity this month.

LIBRA 9/23 - 10/22



This is a hectic month for Librans, especially concerning family matters. Loved ones will look to you for advice and support, and at times it may feel like just getting to the end of March will be a victory. There will be enough time to focus on yourself as well; faith and trust will get you by.

SCORPIO 10/23 - 11/21



The emphasis this month is on finances, which will increase as the month progresses. Whether through hard work or advancements in your career, money comes to you from the 20th onwards. Put love and relationships on the back burner, you're just not in the mood; though a chance meeting with an old flame could snap you out of it.

SAGITTARIUS 11/22 - 12/21



ove and harmony abounds, especially for attached Saggs, who could well experience a second honeymoon with their loved one. For singles, you will feel like retreating to the safety of home and family. Either way, follow your heart. At work, follow your instincts and stay out of the line of fire.

CAPRICORN 12/22 - 1/19



You will feel caught up in a series of ever faster moving events that could result in shake-ups in many areas of your life. You may feel like you're under attack, so be careful not to let stress affect your health. Take this time to catch up with any old friends you have not seen in a while. Your sweet side will endear you to those that matter.

AQUARIUS 1/20 - 2/18



Water bearers may have felt a quickening in their lives lately. You only have to think of something and it happens; this is the cosmos pushing you in the right direction. This is an exciting and creative time. Just be careful not to let your hungry mind go spinning out of control or sleeplessness could result.

PISCES 2/19 - 3/20



ove is pursuing you this month as, thanks to the influence of Mars, your charisma makes you irresistible to those around you. But be careful how you use this energy; desire can swiftly turn to conflict and impatience. This is an excellent time for changing directions in your career or trying something new.

